



## **Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade 2017 Selects Floats of Honour, Voters Pick People's Choice**

(Waterloo Region, ON - October 9, 2017) - The 2017 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade Celebrity Judges have revealed their top picks for the best floats in this year's Thanksgiving Day Parade.

The floats that have been selected, by the judges, to receive honours this year are:

Festival Award (1st Place) – **Horn of Plenty** sponsored by Sobeys

Harvest Award (2nd Place) - **City of Kitchener Float**

Sponsors' Award (3rd Place) - **Pirate Ship** sponsored by Fear Farm

Twin Cities Award (Best Spirit/Enthusiasm) - **Old Lady In A Shoe Float** sponsored by **PolarFoam Dimilec**

Hans & Frieda Award (Use of Animation) – **Schneiders Float** sponsored by **Maple Leaf Foods**

Miss Oktoberfest Award (Best Visual) – **Kitchener-Waterloo Oktoberfest Maypole**

Wunderbar Award (Community Involvement) – **Rolling Steins** sponsored by **Greater Kitchener-Waterloo Chamber of Commerce**

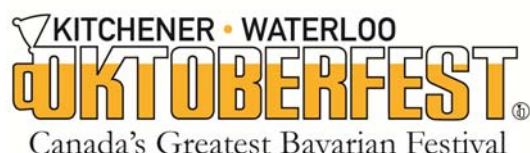
Piller's Gemuetlichkeit Float Award (Most Gemuetlichkeit) – **Pirate Ship** sponsored by **Fear Farm**

The 2017 Judges for the parade were: **Bob Egan**, former member of Blue Rodeo, **Leon Martin**, part owner K-W Titans, **Ernie Overland**, Canadian Speed Skating hall of famer, and **Dave Sopha**, local artist and fundraiser for the Canadian Forces and Wounded Warriors.

The Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, which featured numerous colourful floats, clowns and award-winning marching bands on a route travelling from Kitchener to Waterloo, was broadcast nationally on CTV at 12 noon to an estimated audience of over one million viewers.

Once again this year, parade spectators were able to vote via text messaging for the Thanksgiving Day Parade People's Choice Float, sponsored by Activa. Twenty Three floats competed for the honour, with the most votes going to the Schneiders Float. Congratulations to our winners!

"The 2017 edition of the Parade has once again shown everyone why Kitchener-Waterloo Oktoberfest is Canada's Greatest Bavarian Festival. Every year the Parade gets better and this year it set a new standard," said Alfred Lowrick, Interim Executive Director.



The 9th Annual Kitchener-Waterloo Oktoberfest 5K Fun Run, presented by Waterloo Region Record, navigated the Parade route just before the parade started, with close to 500 participants there to run the route! First place went to **Kevin Clay** with his time of 18:19 and **Sarah Crammer** with her time of 20:46.

### **About Kitchener-Waterloo Oktoberfest**

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 40 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 500 volunteers and 1,300 community and service club volunteers that stage the nine-day festival each October, promoting a unique German cultural experience. As well as the economic boost the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

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### **For additional information:**

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